Entrepreneurs in Finance Podcast

With your host, Kris Roglieri

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Their Latest is a $200 Million Funding Deal | Loan Broker Training

Join our host, Kris Roglieri, as he visits with a CCTG grad, Justin Frye. Justin introduces his newest partner, CFO, Eric Gooden. Listen as the three of them chat about the successes and the challenges after loan broker training, but also hear how Justin and Eric are in the middle of brokering a $200 million dollar deal today!

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Justin Frye & Eric Gooden of JRF Financial

00:08

our biggest deal that we're working on

00:11

today is actually a

00:13

a fishery deal and it um it's for 200

00:17

million

00:18

and

00:18

is very intriguing and exciting um this

00:22

this gentleman

00:23

his family's been fishermen literally

00:25

generations and so

00:28

he has come up with a technology in a

00:31

new way

00:32

that his fish will be able to be labor

00:35

labeled organic and that'll be the first

00:37

farmed raised fish

00:39

anywhere that can be labeled organic so

00:42

it's really gonna i feel it's gonna

00:43

change the industry and so i'm excited

00:45

that we get to be just a little part of

00:46

that to help him facilitate his funding

00:49

on getting the land and everything

00:51

set up that he needs

00:54

there are just too many commercial home

00:55

brokers that don't have a damn clue of

00:57

what they're doing

01:00

all we're trying to do here is better

01:01

the industry for everybody

01:05

at the end of the day you can make great

01:06

money in this industry but in the end

01:08

it's all about helping people

01:11

you know people always say chris how can

01:13

i be a successful broker it's two words

01:16

hard work and dedication

01:17

[Music]

01:18

if you don't like talking to people you

01:20

probably shouldn't be in this business

01:22

hey everybody welcome back to

01:23

entrepreneurs and finance i'm

01:24

christopher larry ceo of commercial

01:26

capital training group and i'm excited

01:28

to bring to you a another graduate and

01:31

interview i'm excited to interview him

01:32

please welcome justin fry of jrf

01:35

financial

01:37

hey justin

01:38

hey chris how are you i'm doing good

01:40

doing good and i believe uh who do you

01:42

have uh uh on the side of you there yeah

01:44

this is eric gooden our cfo

01:46

hey eric how are you all right sir how

01:48

are you good good good you didn't

01:49

realize you're gonna put on a hot seat

01:50

today

01:52

it's all good nothing worse than the

01:54

military i got the helmet

01:56

okay all right well thank you for

01:57

serving our country yes you're welcome

01:59

uh all right you never know will happen

02:01

on this podcast but um in any event uh

02:04

glad to have you both on here so

02:07

uh justin you know i i remember when you

02:09

went through class um you attended the

02:12

virtual class is that correct of june

02:13

2012

02:14

yep correct all right

02:16

so tell me about before we dig into kind

02:18

of what you're doing now and the success

02:20

you're having and just kind of your

02:22

journey

02:23

which which which has brought you up to

02:25

this point tell me about what you did

02:27

prior to even finding cctg and what led

02:29

you to kind of go on a quest and

02:31

ultimately

02:32

found us

02:33

yeah

02:35

truth be told it was really

02:37

uh you know not to get super religious

02:40

but it was really a godly thing i um

02:42

i've been a licensed financial

02:44

professional going on a decade now and i

02:47

had a lot of my business clients that

02:49

were asking about working capital and

02:52

funding

02:52

and at the time i didn't have a solution

02:55

to it and uh i also am a big believer

02:59

and work smarter not harder so i being

03:02

you know transparent i didn't set out to

03:03

become a brokerage firm or a broker i

03:07

wanted to look and see if i could

03:08

partner with one out there and just get

03:10

a referral fee but as i was doing my due

03:13

diligence the ones that i was finding um

03:16

they weren't going to treat my clients

03:17

with the same morals and ethics that i

03:19

was because i'm also a licensed minister

03:21

and minister of finance at our church so

03:24

i have very high morals and ethics when

03:26

it comes to running a business so that's

03:29

when i started looking and found cctg

03:32

and said wow what a what an amazing

03:35

program that this offers and this is the

03:38

solution that i need to the challenge of

03:41

you know what i have with my current

03:43

clients right this minute so that's

03:44

that's how i found you guys and then you

03:46

know i went through the class and um we

03:49

just took off

03:50

from there from there so let me back up

03:53

that's interesting so you were kind of

03:54

already in a in a role of of uh you know

03:57

people coming to you for finance or

03:59

finance advice or or financial advice

04:02

and

04:02

you you started to see or they started

04:04

to ask you needs you realize you were

04:06

dealing with business owners or people

04:08

who needed capital and

04:09

then you kind of went out on a quest to

04:10

see if you could you know bring some

04:12

people and maybe get paid a referral fee

04:14

but then even further you somehow found

04:17

us through that quest which we're out

04:18

there on the internet and it's not

04:20

you know out of the realm of possibility

04:22

that uh you could run into us especially

04:25

when searching for things like that so

04:26

then you found us and you're like well

04:27

wait a minute this is

04:29

this is exactly what i'm doing or i want

04:31

to do at the highest level forget about

04:33

you know what i was searching for before

04:35

is that kind of correct

04:37

correct and then when i found the

04:39

website and started really

04:40

looking through it not just the

04:43

the program that

04:44

the schooling interested me but it was

04:47

really

04:48

the the podcast that i watched on there

04:50

and the testimonials because that's

04:53

where

04:54

i really saw

04:55

that cctg

04:57

not only was giving you the tools that

04:59

you needed to be able to you know

05:00

facilitate funding and help people but

05:02

was doing it in that moral and ethical

05:05

way to really

05:07

truly help your clients but do it the

05:09

right way and that's really what

05:11

you know quote unquote sold me to

05:13

do going through the training with you

05:15

guys is because i was like

05:16

you know you guys are legit you guys are

05:18

doing it the right way

05:21

you're not about

05:22

that's one thing you guys talk about it

05:24

during training but that was one thing i

05:26

saw for myself as well out there is

05:28

you have a lot of people

05:30

that

05:31

just label themselves brokers and

05:35

you do a lot of

05:36

you know unscrupulous things

05:38

and it's given the the industry a bad

05:41

name and i know from going through

05:42

training that that's part of the reason

05:44

why you started the the course is

05:46

because you saw

05:48

that trend happening

05:49

and you wanted to to nix that and say no

05:52

no no wait a minute there's you know

05:53

there's the right way to do it and so

05:55

let's let's correct this train before it

05:57

gets way off track and i you know love

06:00

your guys's program i recommend it to

06:02

anyone and uh it's like i said it's

06:05

phenomenal program you guys have a

06:07

phenomenal character when it comes to

06:09

doing the right thing by people oh well

06:11

you know i appreciate that i mean that

06:12

does play into a big aspect of why we do

06:15

what we do and as you know this industry

06:16

is not really regulated um and so

06:19

because you have that you you get you

06:21

know some

06:22

uh unsavory type characters and and

06:25

practices that are not that ultimately

06:27

hurt the client obviously and and and

06:29

cast a bad you know shadow on everybody

06:32

in the industry make it makes it harder

06:33

to do business so yeah i mean we we

06:35

that's always been the case so this is a

06:37

kind of our one of our many ways to try

06:39

to legitimize and give some credibility

06:42

to

06:43

what you guys do what brokers do and

06:45

kind of set standards if you will so i

06:47

appreciate you recognizing that because

06:48

that's a that that goes big here so you

06:51

know that's a big philosophy here so now

06:53

take me through

06:54

you know virtual so you know i remember

06:56

we went virtual in march uh in response

06:58

to the pandemic to show how to go on so

07:00

we had to adapt and so it looks like you

07:02

know when you came through in june we

07:04

were a couple months into doing the

07:06

virtual thing tell me about um tell me

07:09

about that experience going through

07:10

virtually uh since you couldn't be here

07:13

yeah

07:14

i again we're all about transparency so

07:17

there's

07:18

there's

07:19

good and a little bad to it um the good

07:22

obviously is the fact that

07:25

if you're right there in your home and

07:27

to go through and watch and take notes

07:30

and you're in a comfortable

07:32

position being in your home the bad is

07:35

the same thing you're in your home and

07:37

in a comfortable position because

07:39

um it's very

07:41

easy for a lot of people in that

07:43

environment

07:45

to tune out or to you know

07:49

let the the class go but then go do

07:52

something else

07:53

because oh i gotta do this or gotta do

07:54

that or oh i forgot to whereas when

07:57

you're in the physical classroom right

07:59

that's it you know you're locked in so

08:01

yeah thankfully um

08:04

you know and i'm able to see both sides

08:05

of that because

08:06

uh as you probably recall i did have a

08:09

gentleman that went through the class

08:11

with me and that's exactly what happened

08:13

um he would fall asleep during the class

08:16

and this and that because he would come

08:17

over to

08:18

my home to go through the schooling

08:20

together

08:21

and

08:22

you know me i was

08:24

all through it and

08:26

i remember you were active you were very

08:28

attached

08:29

because my my philosophy is if if i'm

08:31

making an investment in

08:34

my company or myself

08:35

i want to return on it obviously so i'm

08:38

going to make sure i pay attention

08:40

and

08:41

you know especially when the investment

08:43

is

08:44

a you know a sizeable amount depending

08:47

on no matter what level you go in at

08:49

sure sure it's not you know it's not one

08:50

of these oh two 500

08:53

quick classes no it's a you know well

08:56

worth well worth the cost but

08:59

you're making an investment so you

09:00

better make sure that you get your

09:02

return from it and um so all in all i

09:06

really enjoyed it because

09:08

of the fact that i was honed in

09:10

and it made it easier for me to take

09:13

notes ask the questions because of the

09:15

open format um so i think personally

09:18

that is very good i think that you do

09:22

have to make sure that you

09:24

discipline your mind when you go in the

09:28

virtual course though to hey set up set

09:30

all

09:31

things aside don't let distractions

09:33

happen

09:34

because you're again you're making this

09:36

investment so make it worth your while

09:38

and and focus in on so and then

09:42

i think you're 100 correct but is it

09:44

suffice to say that uh you're the the

09:46

person that attended with you doing the

09:48

actual training is no longer with you

09:50

correct okay

09:53

steep price a steep price for for

09:54

sleeping right yes sleeping on the

09:57

webinar

09:58

um okay so now

10:00

you go through virtual you know you you

10:03

as you know it's a lot of information

10:04

but you established a game plan tell me

10:07

about your first um

10:09

well your first six months leading up to

10:11

2021 so tell me about those six months

10:13

tell me about mistakes tell me about you

10:15

know successes in your mind what you

10:17

know what what happened during that time

10:18

frame

10:19

yeah we uh

10:20

we were very blessed because as soon as

10:22

we graduated we already had clients um

10:25

from obviously the

10:27

the finance side yep so

10:30

as part of the the curriculum and

10:33

graduating we also

10:35

uh for those that aren't aware you guys

10:38

also do marketing for the graduates

10:40

which is awesome and helped as well so

10:43

it

10:44

it kind of

10:45

for me it actually was a little backfire

10:49

because

10:50

at the time it was just myself i had no

10:53

help so i almost got a little

10:55

overwhelmed right in the beginning from

10:56

all of my financial clients and

10:59

the leads that were coming in from the

11:01

marketing team um from you guys right so

11:04

i had to

11:06

you know

11:07

pivot real quick on how to

11:09

do proper time management to be able to

11:12

also process and then

11:15

make sure that i was giving good service

11:16

to clients at the same time um so i

11:19

started

11:20

just

11:21

when we first started the first six

11:22

months i really started splitting my

11:24

schedule so i would have certain hours

11:26

of the day

11:27

where i would take calls with new

11:29

clients and talk to them and then the

11:31

other hours of the day i would be

11:33

processing the current clients um and

11:36

that worked out real well for me until i

11:39

got to the point where

11:40

we were big enough that

11:42

then i was able to to bring in help and

11:45

um at the beginning of this year's when

11:46

i brought eric in as a cfo out of

11:49

necessity which is a good thing um

11:51

and uh

11:53

but yeah so that first six months it was

11:55

it was interesting and my advice for

11:57

someone

11:59

getting into it

12:01

if you know they say hindsight's 20 20.

12:04

if i would have known

12:06

not you know then what i know now

12:08

i personally i would have just went with

12:12

the

12:13

you know the top schooling package they

12:16

gave the dedicated processing team

12:18

because that was my biggest

12:20

uh learning curve and

12:23

time consumer was

12:25

the processing aspect of it because

12:28

we we learn about the different types of

12:31

funding and we learn you know so much

12:33

during the training but then when you

12:35

get in when you graduate you get into

12:37

actually that process inside

12:39

that's a whole other ball game because

12:41

depending on the type of funding and the

12:43

lender each one kind of has their own

12:45

little nuances and differences in what

12:48

they want to process alone so

12:50

you have to

12:51

learn that and that can again be

12:53

overwhelming if you're um you know brand

12:55

new to to the industry and if you have

12:57

no clue

12:58

about finances either um thankfully it

13:00

wasn't so overwhelming for me because i

13:02

i knew it was coming i just wasn't

13:04

prepared for it so i had to pivot real

13:06

quick but that would be my

13:09

advice starting out is

13:11

you know

13:12

it's well worth

13:14

the the top training package

13:17

i mean besides all the extras that you

13:19

get with it just the dedicated processor

13:22

alone

13:23

it makes that package well worth it it

13:25

takes time so but yeah you obviously

13:27

purchased what the gold package right

13:29

yeah you purchased the gold practice so

13:30

then you went through some struggles

13:32

there um and then you had a you had a

13:34

you had to bring in the uh you had to

13:36

bring in the uh the cavalry or the or

13:39

the help so yes eric i'm gonna turn to

13:41

you

13:42

um eric you know thanks for being on

13:44

here so tell me about tell me a little

13:46

bit about your background and and what

13:48

intrigued you about justin and what he

13:50

was doing with this business model which

13:52

led you to ultimately be here today

13:54

well i've been knowing justin for quite

13:56

some

13:56

some time

13:58

uh so we have a history

14:00

um

14:01

i realized that uh he really enjoyed

14:05

the class but i also realized that

14:07

my background is finance i have a

14:09

business degree with a concentration in

14:12

finance

14:13

so

14:14

i realized that i could be a greater

14:15

help to him

14:17

now coming aboard as a cfo this year

14:19

that's just one portion of it i actually

14:22

started working with him

14:23

in june of last year okay

14:26

so i did that so i could see how

14:29

the flow of the business

14:30

okay where i could step in to help

14:33

take some things off his plate

14:35

well one thing he was doing was

14:36

equipment financing

14:38

when i started the equipment business in

14:39

1990

14:41

so

14:42

i'm very familiar with equipment

14:43

financing and how it works and trucks et

14:46

cetera et cetera et cetera so i took

14:48

that off this plate immediately

14:50

and so anyone that's looking for that

14:52

they they come through me with that

14:54

and i pretty much give them a blueprint

14:56

of what i need and how it goes based on

14:59

each lender's criteria sure so it works

15:03

out perfect for us

15:04

all right so yeah so you came on board

15:06

that's actually a smart way of doing it

15:07

i mean learning kind of the business

15:09

model and then kind of you know uh

15:11

taking over some some tasks and

15:13

responsibilities from there

15:15

um

15:16

and so now you're in i mean are you

15:19

having fun that's the most important

15:21

thing you like well to be honest this is

15:23

this is where this is my meat and

15:25

potatoes okay i'm a finance guy i love

15:27

finances i love helping people

15:30

um

15:31

we're not going to do anything that's

15:32

not going to be advantageous for the

15:34

client

15:35

um we're not going to lie to the client

15:37

we're going to let the time know exactly

15:38

where they stand that's up to them to

15:40

make the decision at the end sure you

15:42

know we're going to give you the best we

15:44

can give you um

15:46

based on the criteria that you give to

15:48

us

15:49

um

15:50

so

15:51

it's been a great great great thing i

15:54

came from another industry

15:56

i was the president of another company

15:58

um so

16:00

i've been doing

16:01

i've been been around numbers for

16:04

quite

16:05

quite some time so

16:07

i just knew that me and justin together

16:09

could make this work

16:10

and we could continue to grow grow our

16:13

jrf financial so your business okay yeah

16:15

well and that's and that's my next

16:16

question so tell me about tell me about

16:19

some of the successes you guys had as

16:21

far as deals want to talk you know what

16:23

what deals have you closed is there any

16:24

large deals you're working on i mean

16:26

tell me about uh up until this point how

16:28

how has business been

16:30

yeah so

16:32

we've been very blessed um

16:34

last year close of last year and

16:36

beginning of this year so far um closed

16:39

a lot of commercial real estate that's

16:42

that's my niche out of

16:44

out of us he he's the equipment guy i'm

16:47

the commercial real estate guy i work

16:48

with a lot of real estate investors here

16:51

in atlanta area and across the country

16:54

because i i work with a lot of um real

16:56

estate networks like the renatus groups

16:58

and

17:00

the rias and things like that so

17:02

very familiar with that that space it's

17:04

very comfortable for me uh being able to

17:07

educate clients as well

17:09

there's a lot of

17:10

investors especially now that are

17:12

getting started

17:14

and they really have no clue

17:16

even not talking about funding but just

17:18

how to do things and set their company

17:20

up properly so

17:22

you know we we help them in all aspects

17:24

with that uh we've done a lot of the

17:27

commercial real estate deals our biggest

17:29

deal that we're working on today is

17:32

actually a uh a fishery deal and it um

17:36

it's for 200 million and

17:38

is very intriguing and exciting

17:41

um this this gentleman

17:43

his family he comes from mediterranean

17:47

his family's been fishermen literally

17:49

generations and so

17:52

he has come up with a technology in a

17:54

new way

17:56

that his fishery

17:58

will actually be able to be his fish

18:00

will be able to be labor uh labeled

18:02

organic and that will be the first

18:04

farmed raised fish uh anywhere that can

18:08

be labeled organic so it's really gonna

18:10

i feel it's gonna change the industry

18:11

and so i'm excited that we get to be

18:13

just a little part of that to help him

18:15

facilitate his funding on getting the

18:17

land and everything

18:19

set up that he needs so that's that's

18:21

our biggest deal that we're working on

18:23

right now um

18:24

and then we have

18:26

other deals in in the process right now

18:29

for

18:30

big things at the end of the first

18:32

quarter uh eric's working on a few

18:35

uh

18:36

i think he got like four or five right

18:38

now equipment deals going so yeah it's

18:40

it's

18:41

it's been non-stop for us which again is

18:43

a blessing and very good

18:45

that's good no that's i yeah

18:47

congratulations it sounds like um

18:49

you got a lot of things going on that's

18:50

that fishery deal sounds like a really

18:52

cool one and wish you uh a lot of

18:54

success with that um

18:57

tell me about you know

18:59

being in this business now for

19:02

you know essentially over a year year

19:04

and a half if you will

19:05

um

19:07

what are some things that getting into

19:10

the business i mean obviously you love

19:11

what you do it sounds like you guys are

19:13

doing well

19:14

and that puts you know yeah that's

19:15

important but what are some things that

19:17

you just don't like about the business

19:19

that are maybe don't like but are

19:20

annoying

19:21

you know that that you didn't really

19:23

realize prior to getting into it

19:26

uh

19:27

i think the biggest one for me

19:29

clients and communication um

19:32

communication with

19:34

some lenders

19:36

because uh i've learned that

19:40

there's

19:41

like i've had a couple different times

19:43

where i'm just like okay

19:44

i'm you know i'm i'm missing something

19:47

just lay it out for me what you need um

19:50

and that way i can

19:52

you know make sure that

19:54

we bring the right people to you uh and

19:56

then with clients

19:58

the biggest

20:00

i guess headache or hassle it's not

20:02

really a headache it's just frustration

20:05

um is

20:07

so many people

20:09

have absolutely no clue

20:13

what true commercial funding is

20:16

and how it works

20:18

they have no clue what they're actually

20:20

needing money for they just some friend

20:22

or family member told them hey you know

20:24

you can get a sba loan for this if you

20:27

start a business or you can

20:28

you know get funding for this if you

20:30

want to

20:31

say that and so once we actually get on

20:34

the phone and talk with them and get

20:37

into the meat and potatoes of what

20:38

they're looking for

20:40

and their use of funds

20:42

a lot of times you learn

20:44

that it's like man these these

20:47

these okay

20:49

there's

20:50

you're not prepared to get funding right

20:52

now or you can't get something right now

20:54

we need to work on this this and that

20:56

and then come back to us and that's

20:59

i guess that's the biggest frustration

21:01

is the lack of waste

21:04

because

21:05

and i get it because we're not taught

21:07

this in school or you know as far as

21:09

about funding and commercial forms and

21:12

especially on the the real estate side i

21:15

get a lot of investors that

21:17

when we talk about commercial funding

21:20

they say oh well i'm not i'm i don't

21:22

need commercial funding i need

21:23

residential i just have a single family

21:25

home residence and i'm like

21:27

no no no i'm like any any type of

21:29

funding

21:30

that is not your primary residence that

21:33

you're going to fix and flip or buy and

21:35

hold

21:37

falls underneath commercial funding

21:38

technically yeah that's just a term and

21:40

they're like oh

21:42

so yeah it's just education like that

21:44

that's that for me has been the biggest

21:46

uh

21:47

you know

21:48

thing that i don't i don't care for

21:49

because it's it's it's like man i didn't

21:52

realize how many people

21:54

truly did not

21:56

have a clue no they don't they don't i

21:58

mean yeah they they really don't

22:00

um now tell me a little about your you

22:02

guys um you guys work out of a like an

22:05

actual office or we work from home

22:08

we uh we have our actual office that

22:10

we're in today and then um we do a lot

22:13

of work from home

22:15

uh doing webinars um

22:18

we have a few clients locally that will

22:20

come in and meet at the office most

22:23

that's kind of been the thing since the

22:24

whole covet thing most clients are okay

22:27

with doing live webinars instead of

22:29

meeting you personally um and that's not

22:31

just locally that that's you know across

22:34

the the us

22:36

because we have violence in multiple

22:38

states

22:39

yeah i always say it's very rare that

22:41

you meet the borrower i mean

22:43

even even before code it's rare that

22:45

you'd meet the borrower in my experience

22:47

um

22:48

but uh covered made that a little you

22:50

know pushed that boundary even more um

22:54

now from the judge of your accent i know

22:56

you're not from new york so you you

22:57

wanna you wanna do both of you you wanna

23:00

tell me where you're from or where do

23:01

you guys operate out of

23:05

yeah we operate um out of atlanta

23:07

georgia yeah and then uh

23:10

so i'm

23:11

i'm kind of a a mix uh as far as where

23:14

i'm actually from i was i was born in

23:16

texas

23:18

grew up in indiana michigan and then

23:19

been here in georgia for the last 14

23:22

years um

23:23

eric he's originally an alabama boy

23:26

and then uh

23:28

he's been here how many years you've

23:30

been here now

23:32

15.

23:34

you know what's going on with buckhead

23:36

over there they want to they want to

23:37

succeed from uh

23:39

you know i i i i used to go to buckhead

23:42

all the time um they used to have an

23:44

office in uh in uh marietta but

23:47

what's going on i hear in the headlines

23:49

they want to they want to basically

23:51

break away

23:52

yeah they want to become their own

23:54

their own city they uh

23:56

they've grown a big enough and have

23:59

enough

24:00

you know

24:00

money coming into that area that they

24:03

they uh

24:04

they feel

24:06

that their

24:07

their taxes going to the city of atlanta

24:10

is not um

24:11

advantageous or helping their community

24:13

there and buckhead as much as it could

24:15

be if they were their own city so that's

24:17

why they're wanting to to break away and

24:19

be their own

24:21

municipality

24:22

either on municipality yeah okay

24:25

well um

24:27

you know now i guess

24:28

let me let me hit you with some kind of

24:31

uh non uh finance or cctg related

24:34

questions so our viewership they always

24:36

like to know kind of a little bit about

24:38

you outside of being a graduate and

24:40

coming through the program um so tell me

24:43

if um you know if you could be anything

24:47

in this world aside from doing what

24:49

you're doing now and and literally just

24:51

transport into

24:53

a career or any type of role without any

24:56

experience you just boom you transport

24:58

into it what would it be

24:59

i'd be the the

25:01

next john madden i would be a

25:04

nfl sports announcer

25:06

they're pretty timely since his passing

25:08

right yeah yeah yeah absolutely that's

25:11

that's cool would you travel around in

25:13

an rv because you know he didn't like to

25:14

fly oh yeah he had his own motor coaches

25:17

um

25:18

yeah i like flying but i also enjoy

25:22

uh traveling in

25:24

in style on the road i uh

25:26

in a prior life before i got into

25:28

finances i i was an actual over-the-road

25:30

driver for uh almost three years so

25:33

it doesn't matter to me which way i go

25:35

as long as i get there safely

25:37

yeah what about you eric

25:39

well i uh

25:41

i come from the law enforcement

25:42

background

25:44

um

25:45

so if i had to do it i would

25:47

probably just train

25:49

do sensitivity training

25:52

maybe some hands-on

25:54

training for law enforcement officers as

25:56

far as how they deal with certain

25:58

situations when you're out there and

26:01

to keep down this

26:03

this narrative of

26:05

people just getting um

26:07

getting shot

26:10

that are on all um

26:13

it's it's not as easy as people think it

26:15

is

26:16

but it's not as hard as people portray

26:17

it

26:19

sure

26:21

for sure for sure yeah that's that's uh

26:23

that's unique one i don't think we've

26:24

ever heard that before so good

26:26

um

26:28

if you could meet with uh

26:30

um justin if you can meet with anybody

26:33

and sit down and take two hours of their

26:34

time

26:35

uh

26:36

that are here in this life or have since

26:38

moved on

26:39

um who would it be it could be anybody

26:41

in the world yeah i uh

26:43

some people may find this kind of weird

26:45

but i would actually love

26:47

to sit down with king arthur and and

26:50

reason being is because i would we know

26:53

that

26:54

he really did exist in history but i

26:56

would love to know

26:58

how

26:59

all of the

27:01

uh folklore came about him and the

27:03

roundtable the knights and merlin and

27:05

all that so i would love to sit down

27:07

just to to find out where all of that

27:10

that mystery came from

27:12

yeah that's that's actually an

27:14

interesting one yeah we haven't heard

27:15

that in here what about you uh eric who

27:18

would it

27:19

no longer here would be dr martin luther

27:22

king jr

27:23

um

27:24

he would be the one that would want to

27:26

sit down

27:27

and pick his brain

27:29

about the direction in which he saw

27:31

america

27:32

or the world born in going in and see

27:34

what i could do to help steer that

27:37

in the right direction

27:40

very good okay someone else said that

27:42

too i believe in the last couple

27:44

podcasts i'm gonna

27:45

mention mlk

27:47

um okay well and and you know now it it

27:51

um it comes time for the training where

27:53

you guys i know justin you know me more

27:56

but uh comes time where you could ask me

27:58

anything and it doesn't have to be about

27:59

cctg it could be about anything

28:02

at all no holds bars

28:05

i'm not ashamed feel free to

28:07

i have fixed again so go ahead

28:09

well i had a question as far as

28:11

since starting cctg

28:14

and

28:15

i don't know if others know that watch

28:16

this but you also started the

28:19

naclb the national alliance commercial

28:21

loan brokers but have you seen

28:24

because i know going through the

28:25

training the reason that you started

28:26

both of them were was to make a positive

28:29

impact on on the field as a whole and

28:32

have you since you started both of those

28:34

have you seen the positive results in

28:36

the field that you expected or has it

28:37

exceeded your expectations

28:40

um

28:41

it's i i don't think it it'll ever uh

28:44

it's exceeded my expectations up until

28:47

this point

28:48

i don't think

28:49

i'll ever sit back and say we're done if

28:51

that makes sense i always think there

28:53

needs to be improvement even when you

28:55

think you've improved something there

28:56

always still needs to be improvement

28:59

um this is the question of what what you

29:01

know what you see that needs to be

29:02

improved but yeah i have i mean you know

29:05

as as you're a part of this you're one

29:07

little small part of a larger group and

29:09

what that has done is we have set a

29:12

precedence for our industry

29:14

of of kind of what to expect or a bar to

29:17

be measured at so i've i've spoken to

29:19

even at the conference you know as you

29:21

know we have over 100 lenders and a lot

29:24

of them are non-cctg lenders but they've

29:26

come up to me

29:28

and we got people that want to get into

29:29

cctg

29:31

i got lenders beating down my door every

29:33

day saying hey i want to get in the

29:34

program and you know there's a criteria

29:36

to get in here and sometimes they do the

29:38

same thing so we wouldn't it wouldn't

29:39

make sense to put them through here

29:41

because we already have that field

29:42

covered however

29:43

they've they've told me hey you know

29:45

we've worked with some of your students

29:47

and we've noticed a vast difference

29:50

in the way they a conduct themselves in

29:52

terms of etiquette broker etiquette uh

29:56

uh and and b just that they have a

29:58

general a better where with all the

30:00

transaction right and so that's what has

30:03

led them to be it goes hey we want to

30:04

get in your program because we want we

30:06

want to see more of this you know we've

30:07

worked with a few

30:09

and that really makes me proud um

30:11

because it you know again it establishes

30:14

a precedence

30:15

we've even had you know as as you know

30:17

there's some lenders in our program that

30:19

don't work with any of anybody except

30:21

through our guys right

30:22

because they've they've um you know

30:24

they've they've had um

30:27

they've had uh bad experiences with

30:29

non-cctg people and then they've cut off

30:32

their broker program and then since

30:34

we've come along they've uh they've

30:36

opened it up just to our folks so

30:38

you know i again i don't think the

30:40

minute you think you're done and you say

30:41

okay i've done it and i think that's

30:43

complacency and you know i think

30:45

complacency is one of the biggest

30:46

killers in business

30:48

um so you know i've adopted that mindset

30:52

where like i'm uh you asked me is it um

30:55

uh

30:56

uh has it exceeded my expectations yes

30:59

it's taken 12 years to get here but yes

31:01

um

31:03

but am i satisfied no i i don't ever

31:05

want to be satisfied because it just

31:07

keeps pushing you to kind of refine and

31:08

do more and do more and you know and

31:11

keep refining it so yeah

31:13

that's awesome that would be my answer

31:15

anything is there ever a time that you

31:17

thought of leaving the industry and if

31:19

so

31:19

what made you actually stay

31:22

that's a great question i don't think

31:24

anybody joe has ever asked me that

31:26

everything about leaving the answer that

31:27

is no i've never thought about leaving

31:30

this industry i mean i've done some

31:32

things outside the industry

31:33

business-wise right

31:35

um

31:36

but never i you know i love this i love

31:38

what i do and i always say i could never

31:41

see myself doing anything else

31:43

um

31:44

so

31:45

no i i don't think unless somebody told

31:47

me you know hey chris um

31:50

uh you wanna you wanna come race for

31:53

ferrari and f1

31:54

and uh you know we're gonna pay you a

31:57

boatload of money lewis and money and uh

32:00

you come race on the team yeah

32:02

absolutely i'd walk away because that's

32:04

my dream right that's if i could

32:05

transplant anywhere i'd be an f1 race

32:07

car driver travel the world and do uh

32:10

you know travel at high speed for a

32:11

living and get paid millions of dollars

32:13

for it but outside of that no i wouldn't

32:14

leave this industry

32:16

that's awesome i got one more question

32:18

for you what would you say

32:20

would be the best piece of advice

32:22

for

32:24

in general for new people in the

32:26

industry

32:28

new people in the industry best piece of

32:30

advice well

32:32

there's a lot um

32:34

what would be the best piece of advice

32:36

for new people in the industry you mean

32:38

new grads new graduates i guess is that

32:41

what you're conforming to

32:42

um

32:45

you know i mean you've probably heard me

32:46

say this in class you know but one of

32:48

the things is to

32:50

[Music]

32:52

i mean i'll probably say a lot but but

32:54

but you know

32:55

identify a niche right i mean if you're

32:58

getting into the industry identifying

33:00

niche something that

33:01

you can't do at all i mean i know you

33:03

have a model our model now that you can

33:06

do everything but you gotta identify

33:08

niche which i think is smart with what

33:09

you guys are doing and that eric is you

33:12

know has equipment finance experience

33:15

and so you know we talked about in class

33:17

right justin when we talk about growing

33:18

the business if you bring on somebody

33:20

tap into that network tap into that

33:21

person's networking experience and have

33:23

them focus which he's the equipment

33:25

finance guy and yourself is the real

33:26

estate guy so that's you know you've

33:28

kind of followed that practice um but

33:30

you know focus on niches you just can't

33:33

you can't do it all and number two i

33:35

would say um you know advice is don't be

33:39

afraid of

33:40

um

33:42

this has to do to a larger problem that

33:44

i see

33:45

that we see with graduates

33:47

you know a lot of graduates some of them

33:49

don't have sales experience some of them

33:51

don't have talking on the phone

33:52

experience and as you know this business

33:54

is very personable you got to talk to

33:56

people on a phone right

33:57

and and some people get shy about you

34:00

know following up with people talking to

34:02

people

34:03

they even get shy about cold calling and

34:05

it's almost you know the best

34:07

i gave advice one time to a graduate

34:09

just recently actually like last week we

34:11

had a class last week

34:12

and they're like gee you know i don't

34:14

you know what what's your best advice

34:15

for someone that's not experienced about

34:17

on the phone and i said you know what i

34:20

go

34:21

just start calling people up and i said

34:24

you know wait till somebody literally

34:26

tells you to go f yourself

34:29

i said because

34:30

it's never going to get worse than that

34:32

right

34:32

you got to get that out of your system

34:34

because you're going to get p your

34:35

people are going to tell you things and

34:36

they're going to yell at you and holler

34:38

at you stop calling i go once you get

34:40

over that hump everything else is easy

34:42

you know it just rubs off your shoulder

34:44

i said you can't take things personal

34:46

um

34:47

and it plays into you've got to see

34:49

opportunities in this business the more

34:50

opportunities you see the more you'll

34:52

close and and so you can't be afraid to

34:54

talking you know talking to people

34:56

or feel bad about what you're selling

34:58

you know sometimes graduates

35:00

um particularly with like mca's merchant

35:03

cash advances or even let's just say an

35:05

expensive equipment finance transaction

35:07

you know it's not your fault that

35:09

they're in the position that they're in

35:11

and oftentimes the best you know the

35:13

only solution you can give them is a

35:15

higher rate product

35:17

compared to bank financing but you have

35:19

to educate them on you know if it makes

35:20

financial sense meaning they can afford

35:22

the payment there's an roi in the

35:24

equipment used you know what's that a

35:25

piece of equipment going to get you

35:28

and if that roi is much greater than

35:30

what you're you know paying for the

35:31

equipment

35:32

and rate i mean the deal makes sense so

35:35

sometimes graduates feel bad about uh

35:38

offering alternative financing because

35:39

the rate's higher but you can't feel bad

35:41

about it you know i mean you're you're

35:43

doing a good thing and you got to put a

35:44

smile on you got to have conviction in

35:46

what you're what you're doing and you

35:47

got to believe in what you're doing uh

35:49

you will have never you won't have the

35:50

success when you call a borrower up and

35:52

assuming this is their best option and

35:54

only option and say geez you know i'm

35:56

going to sell you this merchant cash

35:57

advance and

35:59

i don't feel you know i i'm just you

36:00

know you gotta i gotta apologize the

36:02

rates high and

36:04

and you know think about that they're

36:05

never gonna they're not you're never

36:06

gonna take that you gotta have

36:07

enthusiasm and you know focus on the

36:10

really positive things of why it's a

36:12

good thing that they're going to get

36:13

this and you know so

36:15

i guess that's a lot of different

36:17

answers to your question of what are

36:18

some advice you know what's some advice

36:20

that uh

36:21

i would give to somebody entering into

36:23

this industry right now

36:25

you know

36:26

i'm very thankful again for

36:29

your guys's training class and uh one

36:31

thing just as a side note one thing that

36:33

i keep with me all the time

36:36

and

36:37

i didn't realize it when i was going

36:39

through the training class

36:41

but i have had it it hadn't happened a

36:43

lot but it has happened a few times

36:45

where i've had potential clients after

36:48

they look over our fee agreement say oh

36:51

well can you change this this and that

36:53

and i'm like no we don't make any

36:55

changes because

36:56

i paid a lot of money for this contract

36:58

it's been vetted by multiple

37:00

attorneys and it's good in all 50 states

37:03

so no no changes

37:05

but i remember you sailing in training

37:08

don't don't go down that rabbit hole and

37:10

i we have never done that and thankfully

37:12

like i said it hadn't happened but just

37:14

a handful of times but that always stuck

37:16

in the back of my mind those couple

37:18

people that did ask and then i just

37:20

explained it like that i'm like no i

37:21

said you know this is compliant in all

37:23

50 states it's we paid a lot of money

37:25

for a lot of uh attorneys to make it

37:28

that way so nothing can be changed

37:30

yeah yeah yeah no it's glad you remember

37:32

that because

37:33

you never forget what happens when you

37:35

do change certain aspects of that you

37:38

let people change it and or an attorney

37:40

and then it comes around to bite you in

37:42

the ass

37:43

when it comes to closing and and believe

37:45

me when there's a lot of money involved

37:46

it's uh you never forget that when you

37:49

lose out on on some of that right

37:51

because you allowed that change so i'm

37:52

glad you remember that i appreciate that

37:55

um so tell me guys before we conclude

37:57

here what's the best you know what

37:58

what's what's in store for 2022 what are

38:00

your what are some of your goals

38:02

aspirations uh eric i'll start with you

38:04

what do you want to see happen in this

38:05

this next year

38:07

well to be honest um after going to

38:10

vegas

38:12

uh my goal is to one day be on that

38:14

stage

38:16

so that's what i'm after to be honest

38:18

with you to be and what and what did you

38:20

think of naclb like just kind of loved

38:23

it i actually changed the way i looked

38:25

at everything justin was doing

38:27

uh and i told him that i told him that

38:29

i'm playing i said well

38:30

i'm so i'm sorry

38:32

um when you can uh have

38:35

that kind of contact with that many

38:36

lenders

38:38

and a variety of different people

38:40

it's kind of hard not to make money i

38:42

hate to say it like that i'm not saying

38:44

it's about the money but when you can

38:46

give people exactly what they need and

38:48

you have a variety of ways of doing it

38:51

it just makes things a lot easier

38:53

explaining things to people from a

38:55

financial perspective sometimes it gets

38:57

lost in the minutia

38:59

but i'm pretty good about

39:02

um

39:03

making the client feel

39:05

good because i am giving you the best i

39:07

can give you at this time based on your

39:09

circumstance mm-hmm yeah and yep

39:13

so when i went to uh to vegas it made me

39:16

realize that

39:18

we we need to grow

39:20

and grow smartly will grow

39:22

and eventually be one of your

39:24

the people who sponsor

39:26

uh our way of giving back to cctg for

39:30

giving to us what we have

39:32

available to us i appreciate that yeah

39:35

and what eric's talking about those of

39:36

you that are listening or viewing this

39:37

to you know we have a conference naclb

39:40

that as the the largest uh gathering and

39:43

conference for commercial loan brokers

39:45

in the industry so they had recently

39:46

attended that in october uh what did you

39:48

think were you a sugar ray leonards fan

39:51

well i grew up a sugary linens fan uh i

39:54

was excited to know he was going to be

39:55

there

39:56

yeah

39:57

and and

39:58

his speaking obviously

40:00

paralleled over to what he's good at

40:02

which is boxing

40:04

it was very easy to follow

40:07

uh even the youngest person could have

40:09

followed what he was trying to say

40:11

uh you guys did a great job and i told

40:13

him i've been to conferences all over

40:15

scottsdale arizona

40:16

uh north carolina everywhere because

40:18

i've been in corporate america

40:20

but

40:22

that conference it was just as good as

40:24

any conference i've ever been to

40:26

all right well i appreciate we a lot of

40:28

all of our staff donate their time to to

40:30

help run it and and uh so

40:32

um yeah i i appreciate that feedback it

40:35

really means a lot you know and one

40:36

thing i'll say about sugar ray um i love

40:39

the fact i had a chance to interview him

40:41

but i i i love the fact that how he

40:43

paralleled his presentation with

40:45

business because oftentimes it's it's

40:47

you can parallel boxing with business

40:49

and what goes into it and preparation

40:52

and losing some battles winning some

40:53

battles so i i love that parallel that

40:55

he did it was it really i actually

40:57

watched your interview with him

40:59

i asked him the other day actually

41:01

i i watched the whole thing

41:03

and he was asking him if there's

41:05

something that

41:06

no one would know

41:08

but him

41:09

what would it be and he said about his

41:11

childhood when he first started boxing

41:13

what happened to him

41:14

and you answered the same question you

41:17

talked about your you know i thought i

41:19

had a rock in my shoe and uh i told

41:21

justin i said now these are the type of

41:23

people i can deal with

41:25

because that's just being transparent i

41:27

mean you can't get no more transparent

41:28

than the two of you no no no no i know

41:31

yeah no

41:33

i appreciate that yeah i uh uh um i i'm

41:37

not ashamed of it you know it's it's uh

41:39

i tell that story a lot um i open i put

41:42

it in class

41:43

because the story of the rock and the

41:45

shoe and you know uh it it just it

41:48

defined who i am and it and i'm not

41:50

ashamed of it whatsoever you know it's

41:52

just i and and if i had to change it if

41:54

i had to go back some

41:56

you know mystical way and say would i

41:58

change my childhood i'd say no

41:59

absolutely not i wouldn't you know those

42:01

experiences that define people so i i

42:03

appreciate that thank you justin what

42:04

about you

42:05

uh last question you know what what's

42:07

what do you have in store outside of

42:09

what eric said for 2022 what would you

42:10

like to see happen

42:12

uh

42:13

yeah we um

42:17

i'd like to see

42:18

we obviously like 200 million deal close

42:22

yeah that as well but um and that we

42:24

meet in vegas again this year because as

42:27

as eric said it was a

42:28

phenomenal conference and um you know i

42:32

went to the one the year before that was

42:34

virtual and it was good

42:36

but it's just not the same as being able

42:38

to be impossible

42:39

guess who we guess who we have coming

42:40

this year who's that

42:42

damon john shark tank

42:45

oh okay yeah

42:47

headliner yeah that's awesome

42:50

but i would i would also say that

42:53

this year for the conference

42:56

is like eric said when i took him to

42:58

that last year

43:00

that really

43:01

sealed the deal for him because he

43:03

really truly got to

43:04

it's one thing for us out here as we're

43:07

bringing on you know independent

43:08

contractors or people to work with us to

43:11

to explain to them oh yeah we have this

43:14

huge network of

43:15

you know

43:17

people that that we can rely on and that

43:20

we can

43:21

ask for help and and that we have a

43:23

support system it's one thing to say

43:25

that but then to his point when

43:28

they go to the conference and they see

43:30

that

43:31

in person it makes a complete difference

43:34

so we already talked about our goal for

43:36

this one of our goals this year is to be

43:39

able to

43:40

for the next conference bring all of our

43:42

ics with us so they can all be there and

43:46

get that experience for themselves

43:48

and you know what that's going to do

43:50

that's going to motivate them too at the

43:51

same time just like it did for for eric

43:53

it's gonna they're gonna be like wow

43:55

this is like a this is a real thing this

43:57

is just not justin and eric talking

43:59

about you know

44:00

so they're gonna realize it's a real

44:02

thing in a real industry exactly and

44:04

then my goal too if we can uh if lord

44:07

willing that you know he he sees it to

44:10

come to fruition like eric said not only

44:11

be a sponsor but my goal is i want to be

44:14

uh

44:15

we want jrf to be that top sponsor

44:17

spot that gets the uh

44:20

you know we saw we we went through and

44:22

saw and i was like man he for that price

44:25

can you believe what all you get plus

44:26

you know you get to be the top sponsor

44:28

i'm like yeah we need to do that

44:30

before you do that joe just for miami

44:32

we've got to raise our prices before we

44:34

do that yeah

44:39

[Laughter]

44:43

hey i'm true to my nature right

44:45

[Laughter]

44:49

but no hey listen guys um

44:51

listen i really appreciate taking the

44:53

time out of your your busy schedule i

44:55

know you got a business to run to do

44:56

this you didn't have to do this and it

44:58

really helped because it really you know

44:59

what i tell uh graduates is it helps

45:01

people um not just new people looking

45:03

into like you did you said you watched

45:05

the podcast prior to coming here um but

45:08

a lot of graduates listen to it so they

45:10

they listen to it just like hey what's

45:11

somebody else doing what are they doing

45:13

and you'll probably even get a few calls

45:15

maybe co-broker some deals i mean you

45:17

know it's it's a it is a uh uh a you

45:20

know a win-win for everybody and um eric

45:22

pleasure meeting you uh yeah and and

45:25

just last minute to

45:27

you know bounce off of what you just

45:28

said chris that's the other thing that

45:30

that your class

45:32

teaches is

45:35

and why we love the conference and and

45:37

the class because

45:39

out

45:40

outside of cctg and the naclb

45:44

it's a very cutthroat or can be a very

45:46

cutthroat environment and

45:50

your team teaches

45:52

not only teaches but actually

45:54

demonstrates and follows through with

45:56

hey

45:57

the old adage of a rising tide floats

45:59

all boats it's very true just like you

46:02

said with the co-brokering there's a

46:04

there's plenty of people out here for

46:06

everybody to help there's no reason to

46:08

be

46:09

you know

46:11

screwy about it or

46:13

greedy

46:14

and and if you co-broker and you help

46:16

another person at the end of the day

46:19

you're you're doing

46:20

the the main thing which is helping the

46:22

client so

46:23

that's another thing that i think a lot

46:25

of people watching this graduates or

46:27

thinking about getting into the field

46:29

needs to understand too that you guys

46:31

really facilitate and and teaches it

46:34

really is a a team effort and instead of

46:37

an individual

46:39

cutthroat effort it's no hey we're here

46:41

you have the support system and you have

46:43

the relationships

46:45

to truly help

46:47

grow and and help the clients and at the

46:49

end of the day that's really what it's

46:50

about

46:51

and what i and well i i appreciate you

46:54

saying that as you can as you're

46:55

experiencing

46:57

i view cctg is kind of like a family

47:00

we're one big large family and i always

47:02

say we we produce children every month

47:04

and uh once in a while we have some bad

47:06

children but mostly they're all good and

47:09

uh you know sometimes we laugh cry fight

47:12

a little bit but at the end of the day

47:13

we all help each other and we're all in

47:15

this for the same reason and uh you know

47:17

it's like they say one big happy family

47:19

so that's right

47:21

well thank you for having us today

47:23

my pleasure thank you for taking the

47:25

time out and uh so uh that wraps it up

47:28

everybody um pleasure to interview eric

47:31

and justin of jrf financial um feel free

47:34

to tune in to our youtube channel or i

47:36

should say subscribe to our youtube

47:38

channel to catch future episodes we're

47:40

doing about two or three a month uh of

47:42

of past graduates and uh and even

47:45

lenders and everybody else in between

47:46

even some employees for that matter so

47:48

make sure you subscribe to that and we

47:50

will catch everybody on the next one

47:52

thanks guys

47:54

there are just too many commercial home

47:56

brokers that don't have a damn clue of

47:57

what they're doing

48:00

all we're trying to do here is better

48:02

the industry for everybody

48:05

at the end of the day you can make great

48:06

money in this industry but in the end

48:08

it's all about helping people

48:11

you know people always say chris how can

48:13

i be a successful broker it's two words

48:16

hard work and dedication

48:17

[Music]

ABOUT THE PODCAST

*In our quest to give you the best possible content to see what life is like as a commercial loan broker and/or a lender, CCTG has created the industry’s only podcast of its kind: "Entrepreneurs In Finance" hosted by our CEO Kris Roglieri. Kris and his stellar guests dive deep into the lives of CCTG graduates or the lenders the CCTG broker graduates work with daily.
Far from stuffy, the podcast’s appeal and success rides hot on the heels of authenticity as it feels more like old friends chatting over dinner or a drink.*

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